

TDM IN EUROPE: A SYNTHESIS OF RESEARCH FINDINGS

PROBLEM STATEMENT

In searching for possible solutions to domestic transport concerns, Transportation Demand Management (TDM) professionals in the United States are becoming increasingly interested in European mobility management practices. Attesting to Europe's growing reputation as an innovator in the field of mobility management and the European strategy of viewing TDM as more of a journey than a destination, TDM professionals in the United States seek a fresh approach to solve mobility problems here.

OBJECTIVES

The purpose of this paper was to glean what the Transportation Planners in the U.S. could learn from TDM in Europe. In the U.S., policies could be made which would favor alternative mode use over private vehicle use in terms of taxation, land-use policies, and improvement of public transportation options. The Europeans have adopted and improved American TDM measures, such as carpool matching, vanpooling, and TMAs at employment sites. TDM is integrated into national transport policy in Europe, whereas in the U.S., TDM is only locally focused and operated for congestion relief and air quality management. Finally, TDM in Europe is marketed as a responsible lifestyle choice rather than as an alternative. However, TDM is also marketed in the U.S. as a responsible choice, but Americans have many more open spaces and fewer centralized living spaces than Europeans, as most American cities were developed after the advent of the automobile. Also, it should be noted that there has been an increase in car use and ownership by Europeans in the past decade, even given their greater propensity to use transportation alternatives in comparison to Americans.

FINDINGS AND CONCLUSIONS

European national policies help to foster TDM strategies in Europe more than American national policies do in the United States. Given the political differences, land-use differences, and space-availability differences between American and European cities, one may wonder if European-style TDM policies would be applicable and practical in the U.S. However, this report is interesting and informative regarding the options available to Transportation Planners in the U.S., based on European advances in TDM. Additionally, this report contains an annotated bibliography that lists many of the successful European TDM programs and the policies used to implement them. The reader should be aware that this synthesis, given its length, does not contain an extremely broad approach to TDM in Europe; however, it nevertheless gives the reader the overall texture and flavor of TDM policies and implementations in Europe and how this information might be useful to TDM professionals in the U.S.

BENEFITS

This synthesis is useful in that it informs the reader of various European TDM strategies and successful European TDM programs. This synthesis provides the TDM researcher with basic background information on European TDM in one neat and tidy package and also provides references and websites for further research opportunities. Further investigation would be required to provide an in-depth analysis of the differences between the American and the European TDM strategies.

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